SWFF Innovator Pitching and Article Placement Request for Proposals (RFP)

The Kaizen Company is inviting firms or individuals to submit a proposal for the Securing Water for Food (SWFF) Innovator Pitching and Article Placement Activity.

Program Background

SWFF aims to enhance access to innovations that help agricultural producers grow more food with less water, enhance water storage, and improve the use of saline water and soils to produce food. In the last year-and-a-half of the project, SWFF's communication efforts will focus squarely on innovators, profiling their successes and social impact, innovation learning, and appeal to potential partners and investors. SWFF believes that our communication support can have a direct and favorable impact on our innovators.

These innovators have great social impact stories to tell. We need an individual or vendor to assist our efforts in getting visibility for SWFF innovators through interview scheduling and feature article placement in a variety of media and industry trades, blogs, and popular media channels, where appropriate.

We believe that concerted communication and press outreach efforts can have a direct and favorable impact on our innovators and overall awareness of their innovation and social impact, favorably affect the financial health of their business by raising their profile in front of social impact investors, differentiate their organizations in the water-ag sector, spread messages that validate their technology, and expand awareness about the work that they are doing to potential partners and investors.

Project Objectives and Measures of Success

The work delivered in this fixed price, pay-for-performance activity and the results reporting will need to be mapped directly to and achieve three important SWFF program objectives:

1. **Increase awareness of SWFF innovators through articles that detail their social impact, successes, and achievements.**
2. **Garner new partners or social impact investors that can aid their growth/scaling.**
3. **Expand awareness and heighten credibility of SWFF in the innovation space, the water-ag nexus, and among social impact investors.**

Activities, Measurement, and Reporting

ACTIVITIES		
Activity/Category of Work	**Frequency**	**Notes**
Project Implementation and Management	Ongoing	Execute and implement a program that meets the overarching program objectives and builds on previous SWFF communication and outreach work. **Deliverables:** 1) SWFF Immersion Meeting, 2) Project Pitching Plan and Implementation Timeline - delivered within 10 days from project kick-off. 3) Development and mapping of specific monthly milestones/metrics.
Proactive and Opportunistic Pitching - Innovator Social Impact Stories, Successes and Achievements, and SWFF Program Awareness	Ongoing	**Deliverables**: 1) Active development and harvesting of creative story angles for relevant global, regional, and industry press 2) Pitching and placement of SWFF innovator-focused stories (inputs from storytelling vendor), blog article pitching, etc. 3) Pitching and placement of SWFF program level stories (inputs from USAID/Kaizen), blog article pitching, etc. **Note:** We will be working with another vendor to generate social impact feature stories. These stories will be available for media placement or can be used to inform the pitching

		activity. **USAID Press Office:** As USAID is our partner in this activity, the USAID Press Office will likely be involved in the process and approve pitching plans and actions.
Reporting and Meetings	Quarterly and weekly	Effective program measurement is important to us, and we require reports that show that we are achieving our stated project objectives. **Deliverables:** 1) **Check-in Meeting**: 1x per month (first week of the month) to discuss work plan for the following four weeks. 2) **Regular Email Communication** with SWFF TA Facility Chief of Party. 3) **Monthly Activity Report:** sent by email before the 5th of the month reporting on activities of the previous month, including pitches, press leads, number of articles/stories placed, estimated number of impressions and media value and other mutually-agreed upon success metrics.
Semi-Annual and Annual Report Submissions	Report Summaries	**Deliverables:** Contribute summary of successes/activities for the SWFF semi-annual report (April deadline) and annual report (October deadline). Each submission would be 550-750 words.

RFP Evaluation Categories and Score Weighting

1) Execution and Implementation - Include a detailed narrative about how you would execute on this contract, your optimum staffing pattern and rationale for the staffing pattern, and other evidence and details that substantiate your qualifications for

delivering results that are tied to SWFF's project objectives. (800 words or less narrative) (30%)

2) Relationships with Media and Media Relations Tools Used by Your Firm - provide a narrative that shows the **depth and strength of your relationships** with the media, and include details about the **tools you use** to support your media relations activities. (500 words or less narrative) (20%)
3) Program Measurement and Evidence of Project Success - provide evidence that demonstrates work similar in nature and how your efforts resulted in **project success mapped directly to your clients' business and/or project objectives**. In your response, please provide: 1) Examples of how your company presents client success and reporting on activities. (Portfolio links and/or previously prepared case studies or sample monthly reports are acceptable. Please remove proprietary information.) (500 words or less narrative) (20%)
4) Pay for Performance - Describe how you would strategically plan to meet the requirements of this "pay for performance" contract. (500 words or less narrative) (20%)
5) Budget by Activity/Category of Work - using the table above, show how you would allocate your **budget to the various activities**. (Budget and 500 words or less narrative) (Do not include hourly rates as this is a fixed price contract). (10%)

Anticipated Award Type

The award resulting from this RFP is anticipated to result in a fixed price, deliverables-based, pay-for-performance contract. The period of performance will cover December 1, 2018 - November 30, 2019. The ceiling for this contract is $100,000, but vendors are encouraged to submit competitively priced bids.

This pay-for-performance contract may be extended at the stated monthly rate through April 30, 2020 if agreed upon by the SWFF management team, The Kaizen Company, and the vendor selected for this work.

Payment Schedule

Payment to the successful bidder is anticipated to be made as follows:

1) Initial Payment: (1/12 of total contract price) upon completion in December for the in-person, kickoff immersion day, presentation of the draft implementation plan, and development and mapping of specific monthly milestones/metrics.
2) Subsequent Monthly Payments: **Each month vendor will receive 50% of the equal installment (base) (upon submission and approval of the Monthly Activity Report) and the remaining 50% IF the monthly agreed-upon milestones are met (pay for performance).** Billing in January, February, March, April, May, June, July, August, September, October, and November.

Travel

International travel is not expected for this contract. If any international travel is requested, the SWFF Technical Assistance facility will cover the cost of the flight, hotel, and per diem. No additional costs will be paid.

Overarching Considerations

1) Innovator Communication and Meetings: Our innovators are located in 30 countries. We use Skype, Google Hangouts and telephone to communicate and meet with them. Meeting times convenient to the innovators in different time zones are expected when interviews or meetings are scheduled.
2) Burden on the Innovators: With every activity we design or implement, we always consider and discuss the burden it places on the innovator. We try to operate and proceed with "least burden on the innovator" where possible. Therefore, unless absolutely necessary, contractor interactions with the innovators will be limited. The contract with interact with USAID, the Kaizen Company, and Hattaway to get required awardee information.

Work Site/Performance of Work

The work for this project may be done virtually.

Evaluation of Proposals

The responses to this RFP will be evaluated by a team of three reviewers. A fourth reviewer will evaluate and review the set of evaluations that was submitted by the original team for fairness, quality, and accuracy.

We will use a best value determination for the award. The selected offer will provide the greatest overall benefit to the Securing Water for Food innovators in response to the requirements stated in this RFP. We will use the trade-off process to make a best value determination, which means that it may be in the interest of Kaizen to consider award to other than the lowest-priced offeror or other than highest technically-rated offeror.

We reserve the right to conduct discussions/negotiations with the winning bidder. We also reserve the right to award a contract to one organization or to issue multiple awards to different organizations based on our analysis.

Important Dates

- **RFP Posting:** October 29, 2018 via Screendoor application.
- **Intent to Respond:** Please send a note about your intent to respond to this RFP by November 2, 2018 at 2 p.m. to Nikki deBaroncelli at ndebaroncelli@thekaizencompany.com
- **Questions**: Due by November 5, 2018 at 5 p.m. on Screendoor. Answers provided within two business days.
- **Proposal Responses:** Due via Screendoor by November 15, 2018 at 5 p.m. Responses will be considered best and final.
- **Award Decisions:** Made by November 21, 2018 - Vendor will be notified.
- **Expected Start Date:** December 3, 2018 and presentation of implementation project plan and project timeline within 10 business days on December 17, 2018.

Appendix A - List of SWFF Innovators

INNOVATOR	INNOVATION	PRODUCT SUMMARY
Meat Naturally (For-Profit)	**Communal Grazing Systems and Ecorangers**	Services combining ecological science, a government job creation program, and market interest in sustainable meat help implement communal grazing systems that result in improved water and food availability
SI Technologies International (For-Profit)	**NewSil Growth Enhancer®**	Silicic acid applicator – applies acid to food crops in an affordable and environmentally friendly way that substantially reduces crop loss in times of water stress and drought
Water Governance Institute (Non-Profit)	**Aquaponics Farming System**	All-in-one Aquaponics system allows for crop production and fish rearing at home – closes the loop between fish and horticultural crop farming to provide much needed nutritional supplements and alternative incomes to farmers
SWFF INNOVATORS RD. 2 (DESAL PRIZE)		
MIT-Tata Center for Technology and Design (For-Profit)	**Electrodialysis Reversal (EDR) System**	Desalination process separates salts from water by applying electric potential to electrodes and pulling dissolved salt ions through ion exchange membranes
SWFF INNOVATORS RD. 4		
Central University of Technology, Free State (University)	**Drought Prediction Tool**	Early warning system integrates indigenous and scientific drought forecasting using a mobile application, web portal, and SMS service to pool weather information through a network of sensors that monitor weather conditions for small-scale farmers
Hydroponics Africa (For-Profit)	**Hydroponics Services**	Simplified, all-inclusive hydroponics services leverage use of local materials to grow healthy plants and help smallholder farmers produce maximum yields in small areas without using soil, while using 80 percent less water
IVL Swedish Environmental Research Institute Ltd (Research Organization)	**SPONGE Irrigation Technology**	Techno-biological irrigation system greatly improves water use and supply – uses water from fog and dew to increase water reliability in a region that has abundant but highly intermittent water availability
Lal Teer Seed (For-Profit)	**Saline-Tolerant Vegetable Cultivation Methods**	Locally developed saline-tolerant vegetable seeds, combined with easily adoptable cultivation methods in high-saline areas of Southern Bangladesh – innovation package includes microfinance assistance, information and communication technology (ICT) support, and extension advisory services
MimosaTEK (For-Profit)	**Internet of Things Platform for Precise Irrigation**	Internet of Things (IoT) platform for precision agriculture in Vietnam – monitors and analyzes farm data using sensors (to measure soil moisture, rain, wind, light) and then recommends a precise irrigation schedule in real time
Naireeta Services (For-Profit)	**Bhungroo Rainwater Harvesting Technology**	Handmade pipes 10 to 15 centimeters in diameter are used to filter, inject, and store rainwater underground for use in lean periods to provide food security – also can supplement household water needs

Appendix A - List of SWFF Innovators (cont.)

INNOVATOR	INNOVATION	PRODUCT SUMMARY
Project Alba (For-Profit)	ThirdEye Flying Sensor	Business model addresses barriers related to both technologies and practices for efficient water use and increased crop yields – allows for rapid dissemination of water management technologies to smallholder farmers in Cambodia
SkyFox (For-Profit)	Integrated Aquaculture and Crop Production	Top-of-the-hill aquaculture ponds capable of producing two tons of catfish twice a year, as well as enough nutrient-rich water to irrigate 25 acres of land at the base of the hill – services include leasing ponds and irrigation land and providing extension services to resource-poor farmers
University of Malawi (University)	Flask-Wall Mushroom Growing House	Water-efficient flask-wall mushroom-growing house is designed for smallholder farmers in Malawi
WASTE Stichting (Non-Profit)	Circular Economy with Black and Grey Water Recycling	Circular recycling system for black and grey wastewater aids in exotic vegetable cultivation
ALUMNI		
ARCADIS (For-Profit)	Freshwater Management System	Sustainable, innovative freshwater management system prevents groundwater salinization in coastal areas
Center for Sustainable Dryland Ecosystem and Societies (CSDES) – University of Nairobi (For-Profit)	M-Fodder Mobile Ordering System	Mobile phone SMS system enables smallholder livestock farmers to send an SMS and receive high-quality hydroponically produced fodder for livestock
Centre for Environment Concerns (Non-Profit)	SWAR Subsurface Drip Irrigation System	Subsurface drip irrigation system spreads moisture at plant root zone, improving cultivation of vegetables, flowers, and fruit/forestry trees and using only one-fifth the water of other drip irrigation systems
Deutsche Welthungerhilfe (Non-Profit)	Greenhouse Technology	Combination of low-cost rainwater harvesting and greenhouse technology allows farmers to produce vegetables during colder months when no water for agricultural production typically is available
Driptech (For-Profit)	Affordable Drip Irrigation	High-quality, low-cost drip irrigation system uses an innovative laser punching technology to ensure uniform water application at the root zone of all crops in a field – provides the same benefits as drip irrigation used by large-scale farmers at a 70 percent lower cost
Instituto per la Cooperazione Universitaria (ICU) – Tunisia (Non-Profit)	Buried Diffuser Irrigation Technique	Patented underground irrigation technique for field and greenhouse trees, shrubs, and vegetables enhances efficiency of water resources, increases crop productivity, and makes rainfed agriculture sustainable

Appendix A - List of SWFF Innovators (cont.)

INNOVATOR	INNOVATION	PRODUCT SUMMARY
Instituto per la Cooperazione Universitaria (ICU) – Jordan (Non-Profit)	**Groasis Waterboxx Planting Technology**	Integrated planting technology allows farmers to plant fruit, fodder, trees, and shrubs in degraded farmland and rangelands in Jordan
Islamic Relief Kenya (IRK) (Non-Profit)	**SunCulture AgroSolar Irrigation Kit (ASIK)**	Off-the-shelf, no-frills, cost-effective solar-powered drip irrigation technology
MetaMeta/Salt Farm Texel/ Jaffer Brothers (For-Profit)	**Salt Tolerant Potato**	Non-GMO, salt-tolerant potato requires very little freshwater for cultivation – scaling up access to this potato will contribute to better use of lands and waters with high salinity and will reduce pressure on freshwater resources
MetaMeta (Non-Profit)	**Waterpads Water Buffering Technology**	Sandwich of paper and jute with a 0.5mm inner layer of large granular polymers in dry form – granuals retain water at binding tension, absorbing 100 times their own weight in water (7 grams of granuals absorb 1 liter of water)
Puralytics (For-Profit)	**LilyPad Water Treatment System**	Reusable, chemical-free, solar-activated water treatment product floats on a body of water where it kills viruses, bacteria, and protozoa in water used for agriculture
Trans African Hydro-Meteorological Observatory (TAHMO) (Non-Profit)	**Weather Sensing Stations and Mobile App**	Weather stations measure meteorological and water resource variables (rainfall, radiation, temperature, humidity, wind speed/ direction, soil moisture, etc.) and send the data via GSM networks to a data server – provides accurate, localized, timely weather information to farmers via mobile devices
University of Texas – El Paso (University)	**Zero Discharge Desalination (ZDD) Technology**	Hybrid process uses reverse osmosis (or nanofiltration) as the primary desalter and electrodialysis metathesis (EDM) to recover additional water from desalination brine
Wageningen University & Research Center (Research Organization)	**Salt-Tolerant Quinoa**	Non-GMO, salt-tolerant quinoa enables significant food production in saline soils, without the need for freshwater

Appendix B - SWFF Key Messages

- Securing Water for Food represents a new approach to foreign assistance. Through a competitive process, the program sourced and invested in a portfolio of innovative solutions that aim to help farmers use water more efficiently and effectively; improve water storage for lean times; and remove salt from water make more food.
- Our approach is as unique and innovative as the solutions we fund. We rely on hard data and evidence to drive decision making – from our partnerships to our investments to our communication and engagement efforts – proof drives our actions.
- Securing Water for Food is providing our cohort of innovators with the tools they need to produce more food with less water in some of the world's poorest countries.
- After four calls for innovation, our focus is on expanding adoption of these innovative technologies through a robust mix of service offerings including advisory support, finance, and connections to a variety of partners and networks.
- Securing Water for Food innovations and technologies have impacted more than 6 million farmers served and more than 3 million female customers/end users.
- Securing Water for Food innovators compete against themselves. Our innovators define their highest business benchmarks for success and receive funding only when these standards are met (milestone-based funding).
- Securing Water for Food seeks connections and strategic relationships that help our innovators test, implement, and scale their water for food solutions in 40 countries around the world.
- Partnering with Securing Water for Food offers access to a global network of entrepreneurs, a quadrilateral international partnership, and the prestige of working with a $35 million project.
- Securing Water for Food has pre-screened and selected only the highest potential water-for-food innovations and is providing grant funds and ongoing acceleration assistance to support their business development. Potential investors can get direct access to SWFF innovators and bypass the due diligence legwork typically needed to access innovative start-ups in the water-ag space.
- Women represent 70% of smallholder farmers globally. We must focus on them to produce more food with less water.

Appendix C -Target Audiences

Our target audiences for this activity fall under the following categories:

- **Press:** Specialized, industry, and **first and** second-tier mainstream press organizations including agriculture and water trades, development and innovation press, publications that feature social impact stories.

- **Investors and Resource Partners**: Publications accessed and read by angel and social impact investors, private investors, philanthropists, accelerators, and incubators.

- **Water and agriculture networks:** Leading water and agriculture networks blogs and publications.